

Exhibit A

Ranger Rick Masterfile with Enhancements Mailing List

This is a combined unduplicated masterfile of Ranger Rick, Ranger Rick Jr. and Ranger Rick Cub. Mailers can cut across the entire database or segment by subscribers, gift givers or expires. Through these childrens publications, kids learn all about animals, their habitats, and how to help endangered species and their environment. Ranger Rick is a magazine for children ages 7 and up. Published 10 times per year. Ranger Rick Jr. is a magazine for children ages 4-7. Published 10 times per year. Ranger Rick Cub is a magazine for children ages 0-4. Published 6 times per year.

[Get Count](#)
[Get Pricing](#)
[Get More Information](#)

SEGMENTS	COUNTS THROUGH 03/01/2022	
651,679	TOTAL UNIVERSE / BASE RATE	\$105.00/M
159,148	3 MONTH SUBSCRIBERS/GIFT GIVERS	+ \$15.00/M
365,230	6 MONTH SUBSCRIBERS/GIFT GIVERS	+ \$10.00/M
546,566	12 MONTH SUBSCRIBERS/GIFT GIVERS	\$105.00/M
320,085	24 MONTH EXPIRES	\$70.00/M
	FUNDRAISING/NON-PROFIT RATE	\$75.00/M
	CATALOG RATE	\$80.00/M

DESCRIPTION

This is a combined unduplicated masterfile of Ranger Rick, Ranger Rick Jr. and Ranger Rick Cub. Mailers can cut across the entire database or segment by subscribers, gift givers or expires. Through these children's publications, kids learn all about animals, their habitats, and how to help endangered species and their environment.



Ranger Rick is a magazine for children ages 7-12. Published 10 times a year.

Ranger Rick Jr. is a magazine for children ages 4-7. Published 10 times a year.

Ranger Rick Cub is a magazine for children ages 0-4. Published 6 times per year.

Ranger Rick masterfile SUBSCRIBER names are provided TITLE SLUGGED only, "To the ____ Family". GIFT GIVER names are provided TITLE SLUGGED AND FIRST NAME/LAST NAME.

POPULARITY:	100
MARKET:	CONSUMER
CHANNELS:	
SOURCE:	OTHER
PRIVACY:	UNKNOWN
DMA?:	YES - MEMBER
STATUS:	STANDARD PROVIDER
GEO:	USA

SELECTS

1 MONTH HOTLINE	\$20.00/M
3 MONTH HOTLINE	\$15.00/M
6 MONTH HOTLINE	\$10.00/M
ADDITIONAL COUNTS	
ADULT AGE	\$12.00/M
CHILD AGE	\$12.00/M
DEMOGRAPHIC	\$12.00/M
ETHNICITY/RELIGION/POLITICAL	\$17.00/M
GENDER/SEX	\$10.00/M
HOMEOWNER	\$12.00/M
INCOME	\$12.00/M
LIFESTYLE	\$17.00/M
MEMBERSHIP FLAG	\$7.00/M
PAID	\$10.00/M
SOURCE	\$10.00/M
STATE, SCF, ZIP	\$10.00/M

ADDRESSING

KEY CODING	\$2.00/M
EMAIL	\$59.00/F
FTP	\$59.00/F

RELATED LISTS

- ▢ PARENTS MAGAZINE
- ▢ HEARTHSONG
- ▢ HIGHLIGHTS® "MAGAZINE" MASTERFILE
- ▢ YOUNG EXPLORERS
- ▢ EARLY MOMENTS BOOK CLUB MASTERFILE
- ▢ SMITHSONIAN MAGAZINE
- ▢ RANGER RICK SUBSCRIBERS
- ▢ HIGHLIGHTS® FAMILY MASTERFILE
- ▢ NATIONAL WILDLIFE FEDERATION MEMBER DONORS
- ▢ ONE STEP AHEAD CATALOG